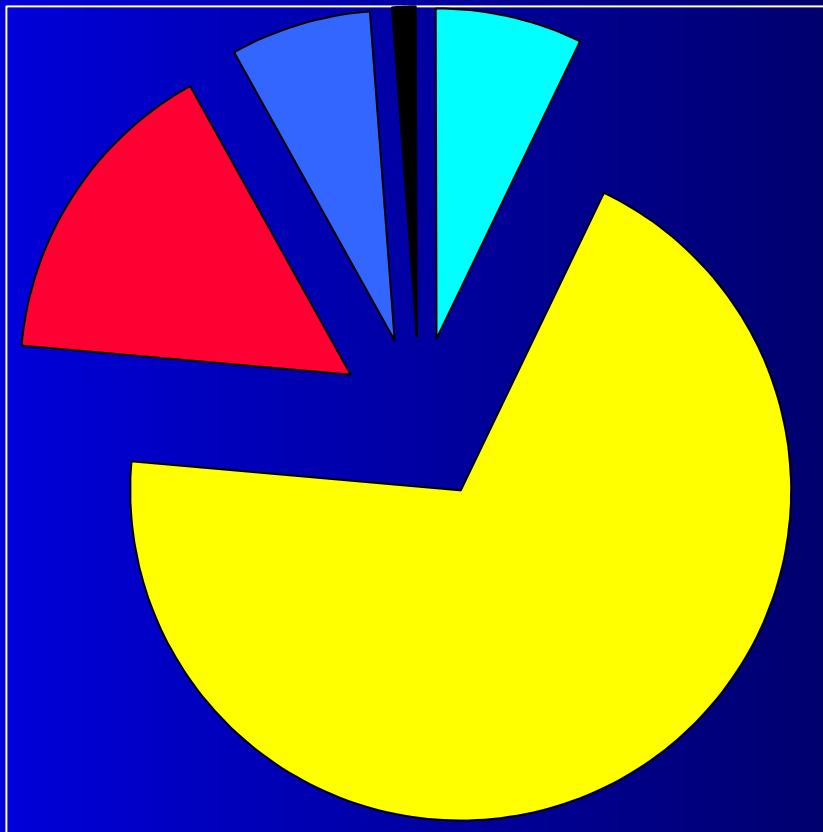# Discussion of Delivery Methods

LMI

Overview

- New Learning Technologies
- Business Schools
- Corporate Universities
- Defense Acquisition University
- Online Universities
- Interactive Training

New Learning Technologies

- Advanced Technology-Interactive Classroom
- CBT-Text
- CD-ROM
- Electronic Performance Support Systems (EPSS)
- Internet & Intranet
- Multimedia
- Videoconferencing

Training Time By Delivery Method

Legend:
- Advanced Technology-Interactive Classroom
- Traditional Classroom
- New Learning Technologies
- Other Self-Paced
- Other Delivery Systems

American Society for Training and Development (ASTD) Benchmarking

Business Schools

- Traditionally Classroom Instructor-Led Learning

- Duke University's Fuqua School of Business, Global Executive M.B.A.

- Darden School of Business at the University of Virginia

Over a 1,000
Corporate Universities

Purposes:
- Provide Job Training
- Inculcate Corporate Citizenship
  - Culture, Values, Traditions, & Goals
- Improve Competitive Advantage
  - Appreciation of Business, Clients, Competitors & Best Practices
- Agent of Change

Corporate Universities

- Many Operate as Separate Business Units
- 18% of Training Delivered Via New Technologies
  - Expect 50% by 2000
- Multiple Formats Used
  - Videotapes, Audiotapes, Intranet, Internet, Satellite-Based Programming, and Interactive Desktop Videoconferencing

Corporate Universities

- Consider Various Media Options Early On in the Process, &
- Ask:
  - Does the Technology Fit the Learner's Needs?

  - Is It Available and Justified?

  - Does It Simulate Working Conditions?

Corporate/Business School Alliances

- Corporate Reasons:
  - Leverage Research Capabilities
  - Develop More Effective Workforce
  - Employer of Choice
- Universities Reasons:
  - Generate Revenue
  - New Sources for Internships and Jobs
  - Connect Curriculum to Real World

Defense Acquisition University

- Classroom Courses

- Satellite Broadcasts & Videotapes (ARCC)

- Technology-Based Education and Training

  – Simplified Acquisition Procedures (SAP)
  – WWW/CBT-Text

Online Universities

- Started with Technology-Based Courses
  - E.g., Microsoft Certified Professional, Microsoft Certified Engineer, etc…
- In 1993, Peterson's College Guide Listed 93 "Cyberschools"
- In 1997, 762 "Cyberschools"
- Today, Hundreds of Web-Based Courses
  - http://cee.indiana.edu/oncourse/

Online Universities

- Over 1 Million Students Plugged Into Virtual College Classrooms; 13 Million Attending Brick-and-Mortar Schools.

- Number of Cyberstudents Will Triple by Y2K.

- "It goes against what Harvard stands for in terms of the learning process, " huffs ... a spokesman for the Harvard Business School. "Being together, talking to people ..., is an essential part of the learning process here."
  - "I got my degree through E-mail" by Lisa Gubernick and Ashlea Ebeling, Forbes Magazine, 16 June 1997; http://www.forbes.com/forbes/97/0616/5912084a.htm

Interactive Training

- Combines New Learning Technologies
  - Video
  - CBT
  - Electronic Performance Support Systems (EPSS)
- Briefed Later

That's All Folks

The End